



ACSA June 22, 2010 Region Board Meeting (Planning)

1. Welcome

- a. Introduction of 2010-2011 members, directors, regional representatives, executive board. Members Present:

Tom	Addington	Bonnie	Kaufman
Christine	Andrada	Rebecca	Mestaz
Steve	Bogan	Jose	Morales
John	Bogie	Carl	Olsen
Tim	Bowers	Terri	Rufert
Valerie	Brown	Joe	Santos
Blanca	Cavazos	Richard	Schlagel
Diane	Cox	Kirsti	Smith
Matt	Diggle	Heiko	Sweeney
David	Itzenhauser	David	Tonini
Byron	Johnson	Terry	Wolfe

2. Presentation of June 2009 Planning Retreat Minutes

- a. Minutes have been previously approved during the 2009-10 school year, and as such, the item was reviewed as an information only item to the region board.

3. Additions/Deletions/Approval of Agenda

- a. Request from the floor to have legislative action agenda item added to agenda.
- b. Agenda with the addition above was moved by Chris Andrada and seconded by Terry Wolfe. Item passed unanimously.

4. Region XI Board

- a. Review of responsibilities and expectations of Region Board Officers and Directors.
- b. Correction in responsibilities of past president to include maintenance of the Region XI website.

- c. State Committee and council representatives are expected to attend the respective meetings for the committees on which the member represents Region XI. Should circumstances arise which conflict with state representation participation, representatives are encouraged to contact Rebecca Mestaz and/or secure a replacement.
- d. It is equally important to report to the region on the areas of responsibility discussed during the council or committee meetings. For the committee representatives, a list of Region XI members will be forwarded to region board to facilitate communication.

5. 2010-2011 Goals:

- a. Membership: Retain and Recruit
 - i. Membership goal is expanded to include the connection piece as a component of the goal ... connect, recruit and retain. This is an important time to retain our membership, and the connection piece is important to our recruitment and retention of members.
- b. Communication - State-Region-Charter
 - i. Effective communication is paramount. A suggestion was put forth to have the charter presidents review by-laws and expectations.
- c. Legislative Action - Increasing our voice
 - i. Important to increase our voice and represent region issues legislatively. Communication with legislators is a key in the Region's ability to influence legislation, which impacts public education. As legislative action is an area of primary focus, the regular region agendas and meetings will reflect the importance of this area by placing the legislative agenda item toward the beginning of our region meetings. This will allow ample time and participation of region members to allow for discussion of the topic, and to focus the ACSA voice (from the valley).
 - ii. Two websites which provide updated information on legislative occurrences are:

<http://www.lao.ca.gov/laoapp/main.aspx>

<http://www.rtumble.com/>

6. Leadership Manual (Binder) Review

- a. Discussion and suggestions to provide guidance to Region President ... If I were president, I would ...

- Invite Larry Aceves to region for Public Relations activity regarding election
- Spotlight and highlight the benefits of ACSA. At each meeting promote one or two items related to ACSA benefits
- Support changes and create opportunities for members to become involved ... and example might be to turn a charter meeting into a time to network and bring people together
- Utilize ACSA Sacramento lobbyist as a draw to charters. (ACSA staff are open to visiting region and charter meetings, and will come and present)
- Target Membership ... Membership and Member Services. Region president to visit with County and Large School Superintendents to promote membership
- Visit small schools along with the Executive Director to promote membership
- Revamp the fall conference; change the agenda/theme of fall conference. Have charters give scholarships, consider having the fall conference a vendor based event.
- Make personal contact with members
- Utilize veteran ACSA administrators to connect with new members and provide mentorship support
- Have region board members make personal contact with other region members to encourage participation in the fall conference and to keep the connection among members strong.

7. Region newsletter

- a. Looking to find ways to stretch the newsletter budget. During last year, there was a consideration to eliminate the mailing of the Reporter. This was not acted upon. Discussion ensued regarding the pros and cons of electronic versus hard copy of the ACSA newsletter. Proposal for the newsletters is to have two mailed, and two forwarded electronically. The Fall installment will be mailed, with the leading article addressing the transition to electronic version. Installment two and three will be forwarded to members electronically and posted on the Region website, the final installment will be mailed in hard copy format. Savings to the newsletter with this approach is estimated to be between \$2500 and \$3000. Important to publicize the move to electronic version.
- b. Motion to transition toward electronic newsletters was made by Kerry Beauchaine and seconded by Joe Santos. Item based unanimously.

8. Budget

- a. In budget planning it is time to be more realistic on the income and revenue received from the conferences and newsletter/handbook
- b. Approximately 6 years ago, the Region received 16% of rebate from dues, when the Political Action Committee was initiated, the rebate to regions was

reduced by 1%. Five years back, State ACSA desired to overhaul the membership database and another 1.5 % was enacted. With the steady decline in region rebates, the current rate stands at 11.5%.

- c. With present fiscal situation both the state and region has been impacted.
- d. Following discussion of the proposed 2010-2011 budget, the item was moved by Chris Andrada and seconded by Steve Bogan. Item passed unanimously.

9. Fall Conference & Fund Raising

- a. Thursday - Contact Larry Aceves for Keynote speak - target 1 PM to 6 PM, contact two ACSA staff for breakout sessions (i.e., Stapf-Walters, Mack), breakout sessions possibilities:
 - o Politics
 - o Core Standards
 - o PLC
 - o Women in Administration
- b. Other areas of consideration for Fall Conference
 - o 50/50 raffle, individuals can purchase tickets
 - o Rufert - Tom Giampetro - wine and cheese
 - o Vendors
 - o No-host Bar
 - o Each member of the region board will provide food
 - o Battle of the bands ... at closing of event (can capture parents as part of the event as well)

10.Membership

- a. Need to verify and clean up membership list:
 - i. Identify those formerly with ACSA and reconnect with former members.
 - ii. Identify new prospects with a succinct member list, target new administrators and promote the benefits of ACSA.
- b. Cost issue of membership and address the ACSA leadership about parity in cost for membership {example San Diego has formed a membership region membership
- c. Mentorship ... if there is a new ACSA member, partner with a member to create the mentoring relationship.
- d. Membership Goal for 2010-2011 is ... 1001 members. To help break down the membership goal, each charter will have an individual membership goal to help reach the membership goals for the region. Charters will report out on membership activities during each region meeting.

11.ACSA Website Review

- a. Demonstration provided of both State ACSA and Region XI website. ACSA community pages also referenced.

12. Committee/Council Update: Roles & Responsibilities

- a. Addressed under Item 4

13. 2010-2011 Calendar: Review & Revise as Needed

- a. Calendar distributed, with important dates noted.

14. Evaluation of Planning Retreat: Planning for Next year

- a. Cost savings reviewed. Pros and Cons to having the retreat at a local district, allows for cost savings to the Region, may detract from networking and connecting with board members.

15. Drawing/Adjournment

- a. 3:00 PM

Respectfully submitted,


Tom Addington
2010-11 Region Secretary